



# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312221 /**

Original Date / Revision  
09/24/12 09/24/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**Flake for Senate**

Agency Com 15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **925C01**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 51250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	10250
KPNX	20%	10250
KPPX	%	0
KSAZ	23%	11787
KTVK	25%	12812
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	24	\$4,165.00	\$4,900.00	0.00	08/27/12	09/30/12	24	\$4,165.00	\$4,900.00
October 2012	6	\$1,062.50	\$1,250.00	0.00	10/01/12	10/01/12	6	\$1,062.50	\$1,250.00
<b>Totals</b>	<b>30</b>	<b>\$5,227.50</b>	<b>\$6,150.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$150.00	P-6	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -		4			\$150.00		0.00			
N 2	KNXV	10/01/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$150.00	P-6	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M- - - - -		1			\$150.00		0.00			



KNXV

Print Date: 09/24/12

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Contract / Revision **312221** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **925C01**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	8	\$150.00	P-6	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -	8				\$150.00		0.00				
N 4	KNXV	10/01/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -	2				\$150.00		0.00				
N 5	KNXV	09/25/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$200.00	P-6	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -	4				\$200.00		0.00				
N 6	KNXV	10/01/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -	1				\$200.00		0.00				
N 7	KNXV	09/25/12	09/28/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- TWTF - -	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -	4				\$75.00		0.00				
N 8	KNXV	10/01/12	10/01/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -	1				\$100.00		0.00				
N 9	KNXV	09/25/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -	4				\$500.00		0.00				
N 10	KNXV	10/01/12	10/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M- - - - -	1				\$500.00		0.00				
Totals														30	\$6,150.00